

# racheleeva·wood

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As a graphic designer with a strong background in typography, I relish in organizing complicated information. I love building upon core concepts to create dynamic final products and enjoy applying solid design principles to any project, print or digital.

## employment

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### Rachel Eeva Design, Designer and Owner · Oct. 2009–Present

- Designs projects from conception through prepress and production
- Book work spans all ages and genres, including cover/jacket design; design of fiction, non-fiction, and illustrated interiors; series development and art direction
- Recent publishing clients include Lee & Low Books, Brandeis University Press, and Victoria Blaine Design Associates for Bates Colleges Museum of Art
- Branding work includes development of logos, style guides, marketing materials, and website development

### Candlewick Press, Assistant Art Director: Fiction, Nonfiction, and Graphic Novels · May 2009–Feb. 2017, Jul. 2021–Aug. 2024

*Other roles include Senior Book Designer and Team Lead of Fiction/Nonfiction Interiors and UK/Buy-in Titles, Book Designer, Associate Designer, Design Assistant, and Intern for Art and Promotion Departments*

- Designed books spanning all ages and genres, focusing on fiction and nonfiction young adult interiors and jackets/covers
- Managed over twenty titles per list and excelled at technically complex projects, such as award-winning nonfiction titles requiring archival photography work, extensive back matter development, and art direction for supplemental maps and diagrams as well as fully-illustrated works
- Acted as project manager and brand advisor for MIT Kids and MITeen imprints
- Created departmental templates for interior design while working with Editorial Services to set interdepartmental circulating standards that helped improve workflow
- Commended for creating and managing complex project schedules, proactively collaborating with Editors to create the strongest story possible, and maintaining thorough documentation for Copyeditors and Proofreaders; all while continually communicating with Production Controllers regarding print specifications and efficient use of special effects to ensure high-quality printing
- Previous responsibilities included managing freelance interior designers; designing multiple long-running and best-selling series with consistent content, character development, and brand styling; creating new packaging designs and other reuse projects; and working on intricate, hand-assembled novelty books

### Handmade For, Artist and Owner · Jun. 2014–Dec. 2018

- Operated artisanal craft business, which sold my handmade, all-natural soaps and other body products in retail stores, regional markets, and online; maintained all inventory, order fulfillment, and customer/retail relationships; and designed and developed all branding, packaging, and web assets
- Milestones included a successful crowdfunding campaign for a new product line that was fully funded within 3 days and finished at 315% of the funding goal

## education

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### Yale University Class of 2008; New Haven, CT · BA in Studio Art with Distinction, Graphic Design Concentration

Intense study of typography (digital and letterpress), book design, digital photography, print making, and color theory; and including study of repeat pattern textile design and screenprinting at Danmarks Designskole summer program

## skills

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### Extensive use of the Adobe Creative Suite

Expert use of InDesign, Illustrator, and Photoshop, as well as experience with Bridge and Lightroom

### Web design and development experience

Including developing responsive sites with HTML/CSS, Squarespace, Shopify, and WordPress

## volunteering

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### Amesbury Cultural Council, 2021 Co-Chair; Voting Member, Aug. 2020–Jan. 2022

Designer of Amesbury Open Studios website beginning in fall 2020

### Friends of the Amesbury Public Library, Board Member, Apr. 2020–Jan. 2022; Secretary, Sept. 2020–2021

Marketing Subcommittee Member focusing on website launch in Nov. 2020 and developing The Stacks online store in Sept. 2021